

cranes & access

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December/January 2016 Vol.17 issue 9

Annual rental
rate guide

A look back
at 2015

Truck
mounted lifts

Telescopic
crawler cranes

....New owner for Bronto....Isoli and LuiGong team up....Ainscough on acquisition trail....

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On the cover:

Swiss crane company Clausen has completed its second contract on the Matterhorn using its 60 tonne Liebherr LTR 1060 telescopic crawler crane constructing the top station for the new Hörnli/Hirli chairlift in the Zermatt ski area at an altitude of 2,900 metres/9,500ft.



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Baldwins hit for £900,000, Prison sentences for directors in telehandler accident, Morita acquires Bronto, Ainscough acquires Specialist Crane, Time France to start manufacturing, Isoli and LuiGong team up, Dingli upgrades compact RT scissors, Bigger Jekko pick & carry crane, New Böcker cranes for 2016, Comansa launches new 21LC450, Dingli goes direct sales in UK, New CEO for Manitowoc Cranes, CTE launches new B-Lift range, Teupen unveils new Leo19T, 100,000th JLG auction winners, Ramirent management changes and financials round-up.

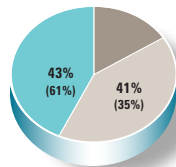
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Ruthmann is one of the world's leading truck mounted platform manufacturers. Mark Darwin visited its head office in Gescher-Hochmoor, about 100km north of Dusseldorf, to talk to general manager Uwe Strotmann and managing director Rolf Kulawik about the company and its plans for the future.

Rental rate guide 25

After a few relatively challenging year's, the 2015 annual survey reveals a generally positive year for both rates, utilisation and growth plans for the crane, access and telehandler rental companies. Find out the full facts in our comprehensive rental rate survey.



In the next C&A

The next issue of Cranes & Access scheduled for mid-February will feature: Electric/hybrid scissor lifts, Self-erecting mobile tower cranes, First Bauma preview and Mastclimbers & hoists. If you have any contributions or suggestions, or are interested in advertising in this issue, please contact our editorial or sales teams.

Telescopic crawler cranes 35



In recent years telescopic crawler cranes, while still niche, have probably been the fastest growing sector of the full size crane market. We take a look at why the sector is becoming more popular and review the latest product launches

Look back 2015 45



We take our annual look at the major news reports and events in 2015, covered issue by issue in Cranes & Access. Overall 2015 was a better year than 2014 - although an oil price crash, climate change and the mindless, cowardly violence seen in Paris and around the world increased uncertainty. Southern Europe appears to have turned the corner but it looks as though 2016 will be another bumpy year.

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Groucho Marx

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Inside or out?

I have heard a great deal of discussion lately over senior management appointments in the industry, particularly regarding the merits, or not, of recruiting from outside the industry.

When I started my first journalist job I was a building engineer. The company - Construction News - had a policy of employing sector-experienced people, teaching them to write rather than trying to teach an existing journalist about the industry which they thought was more difficult. But for company leaders - chief executives ultimately responsible for the company's success - which is better? In recent years many major companies have seemingly preferred industry outsiders - Manitowoc, Nationwide Platforms, Ainscough Cranes, Palfinger Platforms, Essex Cranes and others - most of them public or private equity owned.

You could argue that no matter what the business - whether it is selling widgets, renting platforms or making cranes - the problems are the same and the type of product or service is irrelevant. Certainly an outsider can bring a fresh perspective to an incestuous industry, whether or not that works is another matter...

Take the leading UK crane and access rental companies - Nationwide Platforms and Ainscough Crane Hire. Both have been in the news recently - Nationwide for doing a 'U-turn' over machine deliveries and Ainscough over its relationship with its crane operators.

In theory Nationwide's move to outsource deliveries to a 'transport specialist' has potential merit. Unfortunately, as insiders know, the specialist rental industry has its own peculiarities that outsiders understandably struggle to rationalise. But delivering and handing over an aerial work platform is not the same as moving products from A to B.

The move was probably resisted by insiders, foreseeing the potential pitfalls. But the downside of always listening to the 'this is the way we have always done it' brigade is that efforts to improve efficiency become challenging, and evolution is harder to sell to investors than revolution. As an interesting aside - competitor AFI made the opposite move at the same time, investing in its fleet to bring more deliveries in house.

Nationwide soon realised the move was not working and decided to bring it back in-house. It had good reason for trying something different, it didn't work so they changed it - positive management in my book. The downside is the age-old problem of losing highly experienced staff in the process.

Ainscough's issue appears to be more historic strong-arm management versus unionised operators. Again the risk is losing experienced people.

At the end of the day the inside or out question depends on the managerial skills of the individual - their ability to lead people effectively, introducing new ideas and being able to separate true foibles of a specialist industry from attempts to restrict or block progress.

Fair play to Nationwide Platforms for trying something new and fixing it when it didn't work. Ainscough's methods may well be another thing - time will tell.

Mark Darwin

Comment and feedback is most welcome via post, email, fax or phone stating if we may publish them or not: editor@vertikal.net

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